A Study on Impact of Social Media on Business

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ABSTRACT

Social media is becoming an essential tool for the activities engaged in the business, which is at a very minimum level of investment, This phenomenon has influenced the corporate business world and there is an increase in the number of organizations joining the social media platforms. Organizations are spending considerable amount of their time, energy and money to build and maintain their social media public pages to improve their standing in the global business space across the world. Social media being a relatively new occurrence to the global business world hence the studies conducted in this area is limited and a most of them are based on the individual perspectives. Today 86 percent of marketers use social media as an indispensable tool for marketing endeavors. Marketers and sales teams alike are eagerly work to learn more about what are the special tools which are available to track returns on investment in media, and to implement new methods to satisfy the consumer needs. This study helps to understand the advantages, impacts and importance of Social Media on the performance and growth of the business.

Keywords: Social media, Internet marketing, communication in marketing & Business Opportunities

I. INTRODUCTION

In our daily life, the impact of social media has increased at maximum level. Especially the youth is majorly affected and even the human relationships are also affected by it. Social media can be used for internal and external communications as well as a method of engaging with both existing and new customers. It establishes that the real business revolution which occurs in the arrival of many sites of social media, such as LinkedIn, Face book, and Twitter. Social media marketing is the latest trend in marketing. Probably India is the first proponents of social media in marketing. In these days, the social cause has replaced by the organizational cause as companies to seek with the audience through the online platforms. Today, Online presence is the most essential tools for business. It has been utilized for fostering better business relationships with customers, suppliers, manufacturers and other organizations while creating better Business to Business relationships. The result shows that social media has been able to positively impact the organizations in improving their visibility, enhanced customer service, better

relationships within the business and have overall improved the organizations communication with the international business world.

What is Social Media?

Social media is a term which refer to variety of internet applications that allow users to create particular content and interact with each other. This interaction includes:

- Sharing interesting links to others
- Public updating their profile, information of current activities and even locating datas.
- Sharing photos, videos and posts to others.
- Like and Comment on the photos, posts, updates, videos and links shared by others.

SOME SOCIAL MEDIA in Business are

- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [Pinterest](#)
- [Linkedin](#)
- [YouTube](#) etc.

IMPORTANCE OF SOCIAL MEDIA IN BUSINESS

Years ago Social media networks were unusual , but today their importance is no longer debated. The business have definitely realized the power of social media and accepted the marketing.

In Social Media Examiner's 2013 End of Year Report, marketers now place very high value on social media marketing:

- 86% of marketers stated that social media is important for their business
- 89% of marketers stated that increased exposure was the number one

BENEFITS OF SOCIAL MEDIA FOR BUSINESS

The social media can be a powerful business tool. Some of the opportunities and benefits involved in social media are as follows:

• Revenue

The most obvious opportunity is to generate revenue. This can be done through building a community or advertising the products or services within the social media platform.

• Brand development

Using social media allows the customers to connect and interact with the business on a more personal level. If already have an established brand, social media might be an opportunity to further develop the brand and give the business a voice.

• Attracting customers

Social media is attracting new customers and promoting innovative advertisements. For example, when considering social media campaigns, the attract followers with promotions or give a ways

- **Research**

Even if they think social media is not suited to the business or that they don't have the time, simply logging on to see what the competitors are doing in this space, or finding out what the customers are saying about the business might be a valuable exercise.

- **Networking**

Networking can be a valuable way to exchange ideas with like-minded people to improve the way to do business. Using online networking sites can also be valuable to the business, often for the purpose of knowledge sharing and word-of-mouth referrals.

- **Recruitment**

Social media helps to create job opportunities and advertise vacant positions. Networking sites like LinkedIn are dedicated to the job market and help to attract skilled people.

II. OBJECTIVES OF THE STUDY

1. To study how business uses social media in their marketing processes which will transform their relationships with customers.
2. To study how business can harness the power of social media keeping in mind the pitfalls.
3. To study the importance of social media and how business can use social media as an important tool to reach out to their customers.

WHAT WILL SOCIAL MEDIA DO FOR OUR BUSINESS?

Social media gives a priority for the business by,

- Increasing awareness among the consumers.
- Using more marketing strategies.
- Increasing sales
- Sharing knowledge about the particular product.
- Tap into the wisdom of customers
- Receive valuable feedback and interact with customer.
- Perfect service for Customers.
- Build a reputation for the product by giving attractive advertisements to boost up the Sales.

SOCIAL MEDIA AND ITS ROLE IN BUSINESS

- Social Media, today, is among the 'best opportunities available' to a brand for connecting with prospective consumers.
- Social media is the medium to socialize the trust of consumers by connecting with them at a deeper level.
- Social media marketing is the new mantra for several brands since early last year. Marketers are notified of many different opportunities engaged in social media and begin to implement new initiatives at a higher level.
- Social media businesses that utilize it have become more sophisticated. One can afford to have presence on the social channels if the competitor is making connection with its goods and services.
- The explosion of social media phenomenon is as mind boggling as that and the pace at which it is growing is maddening. Global companies have utilized with innovations to power their advertising campaign and recognized social media marketing as a potential marketing platform.

III. RESEARCH METHODOLOGY

Types and Sources of Data

A secondary study which has been done to understand the effects and importance of Social media. It also takes place to understand the how Social media can be an essential tool for reach out to consumers by the collection of Data which is done through a Questionnaire.

Questionnaire Design

A structured questionnaire was framed for conducting the survey among the social media users.

Sample Size and Techniques

The sample size of 100 respondents were selected from different places and applied convenience Sampling techniques is carried out in various stages.

Data Collection

Data can be gather from both primary and secondary sources of information.

CLASSIFICATION BASED ON THE DEMOGRAPHIC DETAILS

Demographic Details of Respondents

Demographic Details		Data of Users, N=100	Percentage
Age(In Years)	Below 18	38	38 %
	18-25	30	30 %
	25-40	32	32 %
Gender	Male	53	53 %
	Female	47	47 %
Occupation	Working/Business	63	63 %
	Students	26	26 %
	Jobless	11	11%

Figure -1

Figure – 2

Figures – 3

INTREPRETATION

Figure -1: It reveals that, 38 % of the users in the age of below 18 years, 30% of the users in the age of 18-25 and 32 % of the users in the age of 25-40 years.

Figure -2: It reveals 53 % of the users in the male group and 47 % of the users in the female group.

Figure -3: It reveals that, 63 % of the users in the group of workers or business , 26% of the users in the group of students and 11 % of the users in the category of jobless people.

CLASSIFICATION BASED ON THE USERS INVOLVED IN SOCIAL MEDIA

Particualrs	No. of users	Percentage (%)
Facebook	38	38 %
Whatsapp	23	23 %
Youtube	15	15 %
Instagram	9	9 %
Twitter	8	8 %
Linkedin	3	3 %
Snapchat	4	4 %
Total	100	100 %

38 %

23 %

9 %

8 %

3 %

4 %

SHOWING CHI SQUARE TEST

H0 : There is no significant difference between young and aged factor among the social media users.

H1 : There is significant difference between young and aged factor among the social media users.

Table: Relationship between young and aged factor

	Strongly Agree	Agree	Disagree	Total
Social Media	11	35	6	52
Websites	10	16	4	30
Emails	1	16	1	18
Total	22	67	11	100

Let us take the hypothesis that the table shows the expected frequencies as follows

O (Observed frequency)	E (Expected frequency)	$(O - E)^2$	$(O - E)^2 / E$
11	11.44	0.1936	0.0169
10	6.6	11.56	1.7515
1	3.96	8.76	2.2125
35	34.84	0.0256	0.0007
16	20.1	16.81	0.8363
16	12.06	15.52	1.2871
6	5.72	0.078	0.0137
4	3.3	0.490	0.1484
1	1.98	0.960	0.4850
Total			6.7521

Chi-Square Calculated Value = $\Sigma (O - E)^2 / E = 6.7521$

Degree of freedom = $V = (r-1) (c-1) = (3-1) (3-1) = 4$

Level of Significance at 5 %. (0.05) = **9.488**

The calculated value of Chi-square is less than the table value. So the hypothesis is accepted. Hence there is no significant difference between young and aged factor.

FINDINGS OF THE STUDY

- ❖ Majority of the people using (38%) Facebook.
- ❖ Majority of the teenagers using (38%) Social Media.
- ❖ Majority of the Social Media users are (53%) Male.
- ❖ Majority of the workers (63%) are using Social Media for Business.

IV. SUGGESTIONS OF THE STUDY

- ✓ Facebook is having personality elements, but it is very weak. It needs to work on strengthening the relationship between the existing users.
- ✓ LinkedIn is promoted has a network for maintaining professional identity.
- ✓ People and social network involved in distribution of Sales Promotion.
- ✓ Promotion on social media offers a immense motivation for business concern.

V. CONCLUSION

Nowadays, Social media is convenient and an essential communication network for all the people. It can help to know friends and keep contact with them from different countries. It can also used to share our ideas quickly that all the things could develop fast because people could tell us their innovative ideas and could improve the marketing status. We could also learn new things on social media by watching or reading the messages that people shared in it. People could also sell things on social media freely by advertising their materials which could increasing their sales rate.. There are more advantages for using social media, however, there is always advantages and disadvantages for a thing. As social media is too convenient for people to communicate with others. No longer, people will lost their communication skills. The most serious problem is many people utilized the power of social media and used it to bully someone. Social media has the power to change our life more convenient. However, we have to create awareness to use it correctly. If we could use the social media smartly, having social media will become a good change for us.

VI. REFERENCES

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